

TheAnalyticsTeam

Sprocket Central Pty Ltd

Data Insight and Target

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Data Insight for year 2017

Data from 2017, shows following graph:

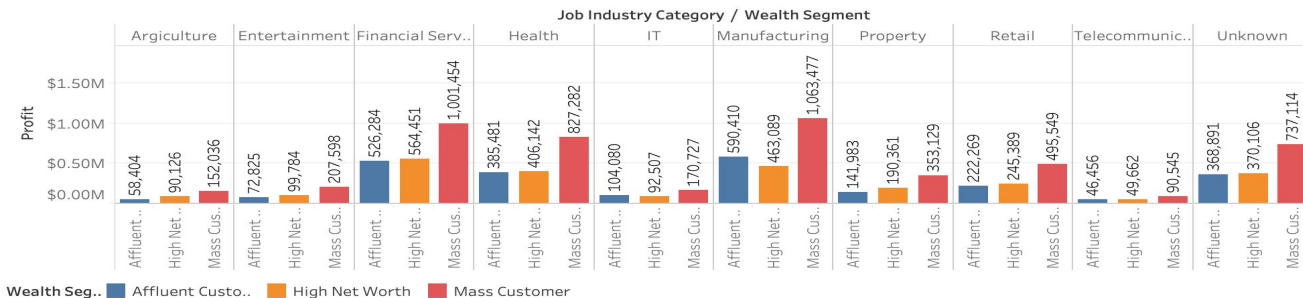
1. Solex is most used Brand whereas WeareA2B is most profitable.

2. Mass Wealth Segment from Manufacturing jobs are most profitable for year 2017..

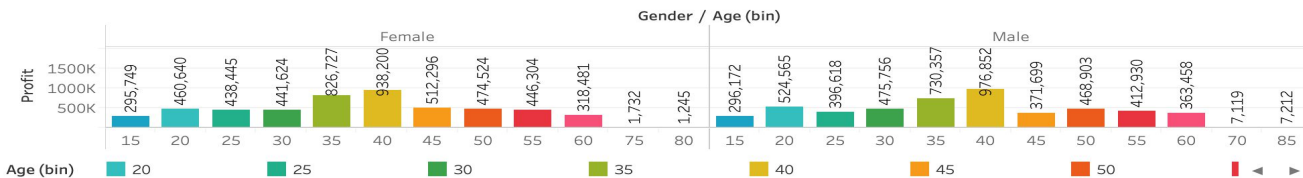
2. Standard product line is most valued for year 2017.

2. Segment population age 35 - 45 years are most rented.

Job Category and Wealth Segment over Profit



Age-wise distribution of Profits



Month-wise Transaction and Brand Rented



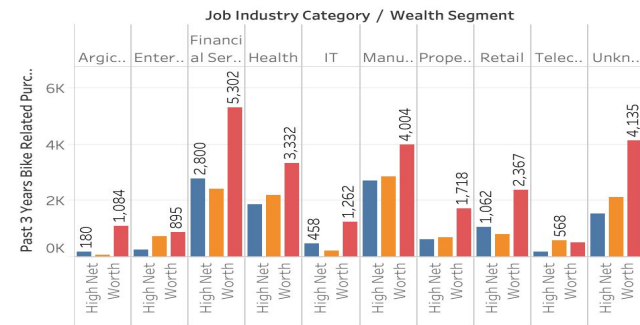
Data Insight to Target

Data from New Customer List, shows following graph:
1. Mass Segment from Finance Sector has most purchase in past 3 years data.

2. Age segment 35 and 40 are most likely to rent from past 3 years data.

2. NSW mass customers are more valueable customer to target.

New Customers: Wealth Segement/Job Industry with Past Rental Purchases

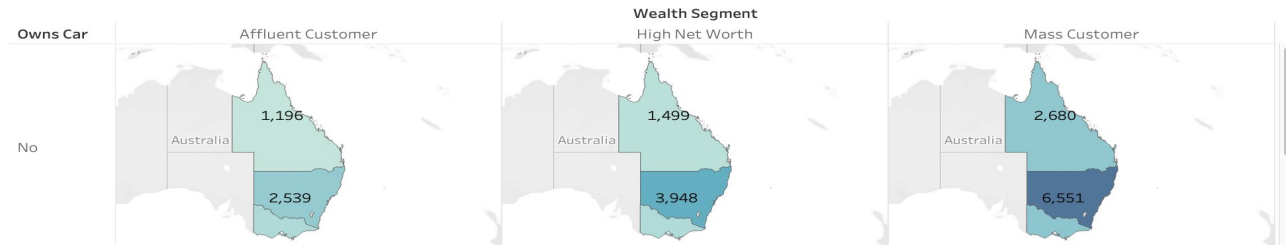


Wealth Seg.. Affluent Custo.. High Net Worth Mass Customer

Gender Female Male

Past 3 Year.. 1,196 6,551

State and Segement to Target



New Customers: Age Group with Cars and Past Purchases

